PAINT & COATINGS ITALY 2026

Exhibitor Marketing & Growth Guide

Allianz MiCo, Milan
28 and 29 October 2026

Dear Exhibitor,

We are delighted to welcome you to Paint & Coatings Italy 2026.

The 2026 edition marks an important step forward for the event. This year, we are moving to Allianz MiCo in Milan, a larger and more modern venue that gives our growing community the space it needs to connect, meet and do business.

This move is more than a logistical change. It is a clear sign of momentum: growing interest from exhibitors, technical visitors and decision-makers, and a stronger position for the event within the European industry landscape.

We encourage you to make this part of your own story when promoting your participation. Paint & Coatings Italy is expanding its reach and strengthening its role as a key reference point for the sector. This document is more than a promotional kit. It is a practical, strategic guide designed to help you turn your participation into meaningful visibility, qualified leads and measurable business opportunities.

Inside, you will find detailed strategies, ready-to-use templates, concrete examples and practical tips to help you get the most from the event before, during and after the show.

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The Paint & Coatings Italy Team

Paint & Coatings

TABLE OF CONTENTS

1. Event growth and the new venue
2. The three-phase strategy
3. Content strategy and storytelling
4. Social media: complete guide and templates
5. Newsletter: tips and templates
6. Hashtags
7. Advertising banners
8. Final tips

1. EVENT GROWTH AND THE NEW VENUE

Paint & Coatings Italy 2026 will take place at Allianz MiCo in Milan, a larger venue than in previous editions. This change sends a clear message: the event continues to grow, attracting more companies and professionals each year and strengthening its position as a key reference point for the industry.
In your communications, make sure to highlight:

1. The move to a larger venue
2. The increase in participation
3. The expansion of networking opportunities
4. The growth of the technical community

Example phrase to include in your content:

> *"The 2026 edition of Paint & Coatings Italy will take place at Allianz MiCo in Milan, a new and larger venue that reflects the steady growth of the event and the continued evolution of the sector."*

2. THE THREE-PHASE STRATEGY

Successful participation is built through three distinct but connected phases.

Phase 1: Pre-event
Generate interest and schedule meetings.
Phase 2: During the event
Maximise visibility and collect qualified contacts.
Phase 3: Post-event
Turn leads into concrete business opportunities.
Each phase should be planned with clear, measurable objectives.

Phase 1: Pre-event

Start communicating at least three to four months before the event. The goal is not only to announce your participation, but to build anticipation, create interest and schedule meetings in advance.

Recommended actions:
1. Create a dedicated landing page on your website focused on your presence at Paint & Coatings Italy 2026.
2. Set up an appointment booking system.
3. Prepare a sequence of newsletter communications.
4. Promote your participation at Paint & Coatings Italy 2026 on social media.
5. Involve your sales team in active promotion.
6. Plan a detailed editorial calendar.

Phase 2: During the event

The two days of the event are the most intense and strategic part of your participation. The goal is not simply to “be there”, but to create a structured, visible presence that helps you attract attention and collect qualified contacts.

Effective on-site planning can make the difference between simple stand traffic and real commercial opportunity.

1. Make your stand an active point of attraction

In a larger venue like Allianz MiCo, visibility becomes even more important. The move to a bigger space reflects the growth of the event, but it also means greater visual competition on the show floor. Your stand should be easy to recognise, dynamic and designed to encourage interaction.

Recommended actions:
1. Schedule technical mini-demos at specific times and promote them on social media.
2. Clearly communicate the solutions on display with simple, easy-to-read messaging.
3. Use screens or short videos to show practical applications.
4. Always communicate your stand number.

2. Activate a structured contact collection system

One of the most common mistakes is relying only on business cards to collect contacts. At a growing event like Paint & Coatings Italy 2026, with an increasing number of qualified professionals, it is essential to use a structured digital system.

Lead Generator Web App

To support your contact collection, all exhibitors will have access to the Lead Generator Web App, a digital tool designed to be used throughout the two days of the fair.

The Web App allows you to:
1. Collect visitor data at your stand quickly and digitally.
2. Avoid the manual handling of business cards.
3. Classify contacts according to their area of interest.
4. Have an organised database immediately available for follow-up.
5. Reduce errors and avoid losing important information.

All exhibitors will automatically receive operational information and login credentials for the Lead Generator Web App before the fair.
During the two days of the event, a dedicated support person will also be available to help you use the tool and answer any operational questions.

3. Qualify the lead, do not just collect it

The quality of a contact is more important than the quantity. During each conversation, try to gather some key information:
1. Company role
2. Specific area of interest
3. Whether there is an active project in progress
4. Decision-making timelines
5. Indicative budget, where relevant

The Lead Generator Web App allows you to add notes and classifications, making post-event segmentation easier. A qualified lead enables a more effective, targeted follow-up.

4. Actively engage the team

Every member of staff on the stand should have a clear and defined role. It is useful to establish in advance who will welcome visitors, who will present the solutions, who will handle more technical questions and who will register contacts via the Lead Generator Web App.

An aligned and organised team conveys professionalism and significantly improves the visitor experience. However, organisation alone is not enough. Attitude also makes a real difference.

The importance of presence and body language

The stand is a relationship-building space. Even when there are no visitors present, your team's behaviour communicates a message. It is important to maintain a positive, open and proactive attitude at all times.

Avoid:
1. Sitting with arms crossed.
2. Using your phone for long periods.
3. Talking only among colleagues while ignoring visitors.
4. Appearing distracted or disinterested.

These behaviours, even when unintentional, can discourage visitors from approaching your stand.
Instead, it is better to:
1. Maintain an open and dynamic posture.

2. Stand up whenever possible.
3. Position yourself facing the aisle.
4. Make eye contact with passers-by.
5. Smile naturally.
6. Show that you are available for conversation.

Active welcoming

A simple “Good morning” or “Can I help you?” can make the difference between a visitor who walks past and one who stops. In a larger venue like Allianz MiCo, where foot traffic will be high, the ability to capture attention gently and professionally becomes even more strategic.

5. Amplify your presence in real time

During the event, publish live content such as:
1. Photos of the stand
2. Short demo videos
3. Networking moments
4. Quick interviews

Remember to mention that the event is taking place at the new Allianz MiCo venue, as a sign of the fair’s growth and expansion.
Always use the official hashtag #PaintCoatingsItaly2026 to increase visibility.

6. Turn each interaction into a future appointment

Do not close the conversation with a simple “let’s keep in touch”. Suggest a concrete next step straight away, such as:
1. A technical call in the following days
2. Sending personalised documentation
3. An online demo
4. A meeting at the client’s premises

Where possible, agree on a provisional date before the visitor leaves the stand.

Phase 3: Post-event

The end of the event does not mean the end of the work. Paint & Coatings Italy 2026 takes place in a new, larger venue that reflects the growth of the event. This means more visitors, more contacts and more opportunities. Without a structured post-event strategy, however, that potential can quickly fade.

1. Act within 48 hours

Timing is critical. A prompt follow-up communicates professionalism, attentiveness and organisation.
Within 48 hours of the event ending, it is advisable to:
1. Send a personalised email to the contacts collected.
2. Attach or link the materials you promised.
3. Thank them for the time spent at your stand.
4. Suggest a concrete next step.

A timely message significantly increases the likelihood of conversion.

2. Personalise the follow-up

An effective email should not feel standardised. Try to include:
1. A reference to the conversation held at the stand.
2. Recognition of the specific interest expressed.
3. A relevant solution or product.

4. An invitation to a call or online meeting.

Example wording:

> *"It was a pleasure meeting you at our stand during Paint & Coatings Italy 2026 at Allianz MiCo. As discussed, I am sending you some information regarding the solution for [specific topic]."*

Personalisation increases the perception of value and helps strengthen the relationship.

3. Communicate your success publicly

In addition to direct follow-up, it is useful to showcase your participation publicly.

Recommended actions:

1. Thank-you posts on social media
2. Photos and key moments from the event
3. A video recap
4. An article on the company website

Remember to highlight the new Allianz MiCo venue as a symbol of the event's growth and the sector's development. This reinforces your brand's positioning as an active participant in an expanding trade fair.

4. Turn the event into content

The trade fair experience can become communication material for the months that follow. Examples include:

1. In-depth webinars on the most requested topics
2. A technical white paper
3. A case study born from a contact made at the fair
4. A newsletter recap with insights gathered during the event

In this way, the two days of the event continue to generate value over time.

3. CONTENT STRATEGY AND STORYTELLING

In an edition that marks the event's growth and the move to a larger venue like Allianz MiCo, communication cannot be limited to simply announcing your presence at the fair. The real difference lies in how you tell the story of your participation.

You are not simply occupying a stand. You are taking part in a trade fair that is growing, expanding and strengthening its role in the European industry landscape.

1. From presence to positioning

Many exhibitors communicate their participation like this:

> *"We will be present at Paint & Coatings Italy 2026, stand XXX."*

This message is correct, but it does not create much value. Effective storytelling answers three key questions:

1. Why are we participating?
2. What new things are we bringing?
3. Why is it worth meeting us?

Your content should turn your presence into an opportunity for the visitor.

2. Integrate the event's growth into your narrative

The 2026 edition will be held in a new, larger venue. This should not be treated as a simple logistical detail. It can become part of your story.

Example wording:

> *"The growth of Paint & Coatings Italy reflects the evolution of the sector. In an edition that moves to a larger venue to welcome an even wider community, we will present solutions designed to respond to the market's new demands."*

This connects the event's growth to your company's own development and positioning.

3. Content pillars

To build coherent communication, define three or four thematic pillars that will guide all your pre-event content.

Examples of pillars:

1. Technical innovation
2. Sustainability and environmental performance
3. Production efficiency
4. Digitalisation of processes
5. Sector-specific applications

Every post, newsletter or communication should fall under one of these pillars. This helps avoid fragmented messaging and reinforces your positioning.

4. Tell stories about problems, not just products

A common mistake is to focus only on technical features. Effective storytelling starts with a real customer problem.

Recommended structure for a piece of content:

1. Identify a concrete sector challenge.
2. Describe the consequences.
3. Introduce your solution.
4. Invite visitors to discover it at the fair.

Example wording:

> *"Reducing drying times without compromising quality is one of the most complex challenges in modern formulation. At Paint & Coatings Italy 2026, we will present a solution that improves efficiency while maintaining high performance standards. Come and discover it at stand XXX at Allianz MiCo."*

5. Humanise the brand

People meet people, not just companies. Include content in your strategy that shows:

1. The team that will be present at the fair
2. The technicians who will answer visitors' questions
3. The faces behind the innovation

This helps build trust and makes it easier for visitors to approach your stand.

6. Create a progressive narrative

Your communication should not consist of isolated messages. Build a journey:

1. Phase 1: Participation announcement
2. Phase 2: Focus on a sector challenge
3. Phase 3: Solution presentation
4. Phase 4: Invitation to schedule a meeting
5. Phase 5: Countdown to the fair

7. Integrate technical content and relationship-led content

A good balance includes:

1. In-depth technical content to attract R&D profiles
2. More relationship-led content to strengthen networking
3. Business-oriented content for decision-makers

Diversifying your content allows you to reach different audience profiles in a larger venue with a more varied visitor base.

8. Storytelling during the event

During the two days, you can share:

1. Interactions at the stand
2. The most frequently asked questions received
3. Trends that emerged
4. The most discussed topics

This reinforces the perception of authority and active participation in a growing event.

9. Turn storytelling into reusable assets

Content created for the fair can be repurposed after the event as:

1. Technical articles
2. White papers
3. Webinars
4. Case studies

In this way, your participation can generate strategic content for months to come.

4. SOCIAL MEDIA: COMPLETE GUIDE AND TEMPLATES

Social media should not be used only to announce your participation. It should become a tool to:
1. Position your company as an authoritative player.
2. Communicate innovation and expertise.
3. Generate appointments before the event.
4. Reinforce the perception of growth.

Recommended timings

Start communicating at least three to four months before the event. Frequency should increase gradually as the event gets closer.

Period	Recommended frequency
4 months before	1 post every 2 to 3 weeks
2 months before	1 post per week
Last month	2 posts per week
Final 2 weeks	More frequent content, including short updates or reminders

TEMPLATE 1: STRATEGIC ANNOUNCEMENT WITH POSITIONING

The coatings sector is evolving rapidly.

Higher performance, greater sustainability and more efficient processes are now essential as companies respond to increasingly complex challenges.

That is why we will be participating in Paint & Coatings Italy 2026, which this year moves to a new and larger venue: Allianz MiCo in Milan. This confirms the growth of the event and its technical community.

At this edition, we will be presenting:
1. [Key solution or product line]
2. [Specific technical innovation]
3. [Concrete application or case study]

If you are working on projects related to [specific topic], we invite you to schedule a meeting with our team at stand [XXX].

Register for Paint & Coatings Italy:
https://stepex.booking-event.it/front/event/paint-coatings-visitatori-2026?source=MKit
#PaintCoatingsItaly2026

TEMPLATE 2: PROBLEM FOCUS + SOLUTION + INVITATION

Reducing energy costs without compromising performance is a priority for many manufacturers.
At Paint & Coatings Italy 2026, we will present a solution designed to improve process efficiency while maintaining high quality standards.

The 2026 edition will be held at Allianz MiCo, in a larger space that reflects the growth of the event and the sector.

You will find us at stand [XXX] on 28 and 29 October.
If you would like to explore our technology and understand how it can be integrated into your production processes, book a dedicated meeting: [link]
Register for Paint & Coatings Italy:
https://stepex.booking-event.it/front/event/paint-coatings-visitatori-2026?source=MKit
#PaintCoatingsItaly2026

TEMPLATE 3: GROWTH AND VISION STORYTELLING

Paint & Coatings Italy is growing, and we are growing with the sector.
The move to Allianz MiCo for the 2026 edition represents an important step for a trade fair that continues to expand and attract qualified professionals.

In this evolving context, we will bring solutions to the fair that have been developed to meet new demands in sustainability, performance and quality control.

Our goal is not only to present products, but to start meaningful conversations about real challenges and concrete projects.

Register for Paint & Coatings Italy:
https://stepex.booking-event.it/front/event/paint-coatings-visitatori-2026?source=MKit
#PaintCoatingsItaly2026

TEMPLATE 4: LEAD GENERATION POST

Will you be attending Paint & Coatings Italy 2026?
With the event moving to a larger venue like Allianz MiCo, this edition will offer even more opportunities for networking and technical exchange.
To help you make the most of your time at the fair, we have already opened our meeting agenda.
During your appointment, you will be able to:
1. Analyse your production process
2. Evaluate possible improvements
3. Receive personalised technical guidance
Book your appointment at stand [XXX] now: [link]
Register for Paint & Coatings Italy:
https://stepex.booking-event.it/front/event/paint-coatings-visitatori-2026?source=MKit
#PaintCoatingsItaly2026

TEMPLATE 5: ADVANCED COUNTDOWN

There are just a few weeks to go until Paint & Coatings Italy 2026.
This year's edition, hosted at the new Allianz MiCo venue in Milan, marks another important step in the growth of the fair.

We are finalising the technical demos we will present at stand [XXX] and preparing dedicated materials for visitors who would like to explore topics related to:
1. [Topic 1]
2. [Topic 2]
3. [Topic 3]

If you have not done so yet, register for Paint & Coatings Italy:
https://stepex.booking-event.it/front/event/paint-coatings-visitatori-2026?source=MKit
#PaintCoatingsItaly2026

5. NEWSLETTER: TEMPLATES

Newsletters are one of the most effective tools for generating qualified appointments before the event. Unlike social media, newsletters allow for a more in-depth, personalised and direct message.
An effective strategy includes several communications sent in the months leading up to the event.
Every newsletter should include:
1. A clear, benefit-led subject line
2. A relevant, contextual opening
3. A reference to the event's growth and the new venue
4. Concrete, valuable content
5. A clear call to action
6. A professional sign-off

The newsletter must answer one key question:

> *Why should I take the time to meet you at the fair?*

NEWSLETTER 1: POSITIONING AND GROWTH

Subject: Paint & Coatings Italy is growing: let's meet in Milan
Dear [Name],

The 2026 edition of Paint & Coatings Italy represents an important milestone for the sector.
This year, the event moves to a new and larger venue: Allianz MiCo in Milan. This reflects the fair's steady growth and the increasing interest from companies and professionals.
We will be present at stand [XXX] with solutions designed to address current market challenges, including:
1. Performance improvement
2. Process optimisation
3. Greater operational sustainability

We believe this edition, hosted in a larger and better-equipped space, offers a valuable opportunity to discuss real projects and develop new collaborations.

If you would like to schedule a dedicated meeting during the event, you can book directly here:
[calendar link]
Register for the fair. Admission is free.

We look forward to meeting you in Milan on 28 and 29 October.

Kind regards,
[Company Name]

NEWSLETTER 2: TECHNICAL DEEP DIVE

Subject: Concrete technical solutions at Paint & Coatings Italy 2026
Dear [Name],
This year at Paint & Coatings Italy 2026, we will present a series of solutions developed to address specific needs in the coatings sector.
In particular, we will focus on:
1. Reducing process times
2. Optimising formulations
3. Improving production efficiency
4. Integrating more sustainable solutions
The 2026 edition will take place at Allianz MiCo in Milan, a larger venue that reflects the fair's growth and the expansion of the technical community.

During the event, you will be able to explore practical application cases and discuss customised solutions based on your production needs.

If you are considering improvements to your processes or exploring new technical developments, we invite you to book a meeting at stand [XXX].
You can choose the most convenient time here:
[calendar link]

Register for Paint & Coatings Italy now.

We remain at your disposal for any further information.

Kind regards,
[Company Name]

NEWSLETTER 3: PERSONALISED INVITATION

Subject: We are reserving a dedicated meeting for you at Paint & Coatings Italy 2026
Dear [Name],
There are just a few weeks to go until Paint & Coatings Italy 2026, which this year will be held at the new Allianz MiCo venue in Milan.

The move to a larger venue sends a clear signal of the event's growth and the sector's interest.
To help you make the most of your time at the fair, we have already opened our meeting agenda.
During the appointment, we can:
1. Analyse your specific needs
2. Evaluate possible technical improvements
3. Share practical applications developed for companies similar to yours
We believe a direct conversation could be particularly valuable at this stage of market development.

You can book an appointment at stand [XXX] via the following link:

Paint & Coatings

[calendar link]

Remember to register for the fair. Admission is free.

We would be delighted to reserve a dedicated slot for you during the event.
Kind regards,
[Company Name]

NEWSLETTER 4: FINAL REMINDER

Subject: See you in Milan | Last available appointments
Dear [Name],
Paint & Coatings Italy 2026 is just around the corner.
This year's edition, hosted at the new Allianz MiCo venue in Milan, marks another important step in the fair's growth and will welcome an even wider community of professionals.
We will be at stand [XXX] with technical demos and in-depth sessions on some of the most current topics in the sector.

Our meeting agenda is filling up quickly. If you would like to schedule a dedicated meeting, we invite you to book as soon as possible via the following link:
[calendar link]

We look forward to meeting you in person on 28 and 29 October at Allianz MiCo in Milan.
Remember to register for the fair. Admission is free.

Kind regards,
[Company Name]

6. HASHTAGS

Hashtags are not just a decorative element. When used correctly, they help you:
1. Bring together conversations related to the event
2. Increase the visibility of your content
3. Reach professionals in the sector
4. Strengthen the collective digital presence
5. Make participation in the fair more recognisable

In an edition that marks the event's growth and the move to a larger venue like Allianz MiCo, coordinated digital communication among exhibitors is even more important.

Official hashtag

The main hashtag to use is:
#PaintCoatingsItaly2026
This hashtag should appear in:
1. All social media posts
2. Any live content during the event
3. Post-event thank-you posts
4. Videos and multimedia content

Supporting hashtags

In addition to the official hashtag, you can use thematic hashtags that are consistent with your positioning.
General examples:
#CoatingsIndustry
#SurfaceTechnology
#CoatingsInnovation
#SustainableCoatings
#IndustrialCoatings
#FormulationScience
Choose hashtags that are relevant to your content. Avoid long or overly generic hashtag lists.

How many hashtags to use

Platform	Recommendation
LinkedIn	3 to 5 targeted hashtags at the end of the post
Instagram	Up to 10 to 12 hashtags, consistent with the content
Facebook	2 to 4 well-selected hashtags
Twitter/X	2 to 3 short, punchy hashtags

Involving your team

Encourage your team members to use the official hashtag in their personal posts as well. Coordinated communication between the company account and personal accounts can significantly increase overall visibility.

Mistakes to avoid

1. Using irrelevant hashtags

2. Adding too many generic hashtags
3. Forgetting the official hashtag
4. Changing hashtags during the campaign

Consistency is essential for building recognisability.

7. ADVERTISING BANNERS

To support your promotion of Paint & Coatings Italy 2026, we have prepared a selection of official banners updated for the new edition.

The official banners incorporate the event's updated visual identity and immediately communicate professionalism, consistency and connection to the fair's community.

Using official materials strengthens the recognisability of the event and helps build coordinated communication across all exhibitors.

What you will find in the folder

Inside the dedicated folder, you will find:
1. Banners in horizontal, vertical and square formats
2. Formats optimised for web and social media
3. Versions adapted for LinkedIn, Facebook and Instagram
4. High-resolution files in .jpg format

All materials are ready to use and designed to be easily integrated into your communication channels.

Recommended customisation

You may supplement or personalise the banners with:
1. Your logo
2. Your stand number
3. A short call to action
4. A QR code linking to a landing page

Avoid making changes to the main event visual in order to maintain consistency with the official image.

Download the official banners here

8. FINAL TIPS

Paint & Coatings Italy 2026 marks a significant moment for both the event and the sector as a whole. The move to Allianz MiCo in Milan is more than a change of venue. It reflects the growth of a professional community built around paints, coatings and surface technologies, and signals a new level of ambition for the fair.

In this context, your participation deserves more than a stand and a badge. It should be planned and executed as a proper marketing project.

Getting your communications out early, sharing content that genuinely informs, connecting your story to the momentum of the event and creating clear reasons for people to seek you out: these are the things that separate a forgettable presence from a memorable one.

Every post you publish, every email you send and every banner you share shapes how people perceive your company. This edition brings more space and more opportunity. Make sure your message reflects that, with confidence, clarity and a clear sense of what you bring to the table.

With the right preparation and a proactive mindset, this edition can open real doors: new visibility, new relationships and new business.
Thank you for being part of Paint & Coatings Italy 2026. The event grows because the people in it, including exhibitors, partners and professionals, believe in the value of showing up, sharing knowledge and pushing the sector forward.

We are here to support you every step of the way.
We look forward to seeing you in Milan on 28 and 29 October at Allianz MiCo.

The Paint & Coatings Italy Team